



roamler

CONSUMER REPORT

SMARTPHONE PURCHASING TRENDS IN EUROPE



SMARTPHONE PURCHASING TRENDS IN EUROPE

What are the current purchasing trends for smartphones? Pre-paid or subscription? Endorsed by techies or recommended by friends?

Are European users switching more to the upcoming Asian brands on a mission to conquer the world?

How much is brand loyalty affected by the promise of a better value for money? And which market in Europe shows the highest loyalty rate?

You can find these and more insights about smartphone usage habits in Europe in Roamler's latest Consumer Report.





THE TOP FIVE BRANDS IN EUROPE



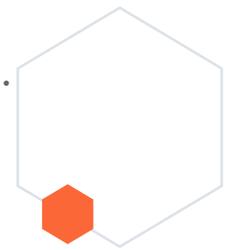
Apple is the most used brand in the UK (62%), while Samsung wins the hearts of German consumers with 35%.



Huawei appears to have the largest market share in Italy (23%), while Xiaomi is more popular in Spain (11%).



Finally Sony Xperia sees the largest number of users in France and Germany (both 4%).





ARE EUROPEANS BRAND LOYAL?

52% of Europeans declare to have purchased the same smartphone brand before.

76%

of consumers plan on buying the same brand in the future, due to high satisfaction.

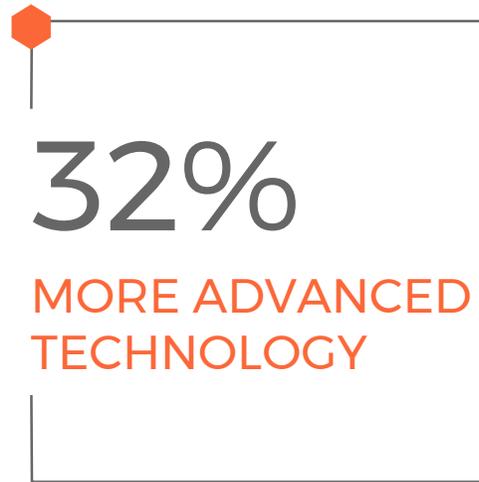
Apple users appear to be the most loyal ones, with a European average of 87% declaring to be ready to repeat the purchase.

Brand loyalty is slightly lower for the other brands. The percentage of satisfied users who declare to be ready to buy the same brand in the future, is generally lower for Samsung (76%) Xiaomi (67%) Huawei (64%) and Sony (45%).

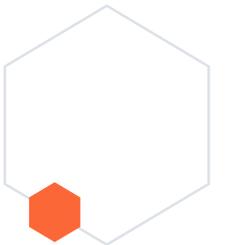




THE TOP TWO REASONS TO CHANGE BRAND



Getting a better value for money is a stronger reason especially for Apple (57%) and Samsung (45%) users, who would be ready to switch to an upcoming brand if granted the same quality and features at a better price.





HOW OFTEN DO WE CHANGE SMARTPHONE AND WHY?



52% of users
changes their device
once every **2 years**



34% declares to use it
longer than **3 years**.

62%

of European consumers change their smartphone when the current one gets broken.

33%

of consumers prefer to upgrade to the next model even if the current one is still working.

19%

of consumers change their smartphone when their subscription plan with a provider expires.





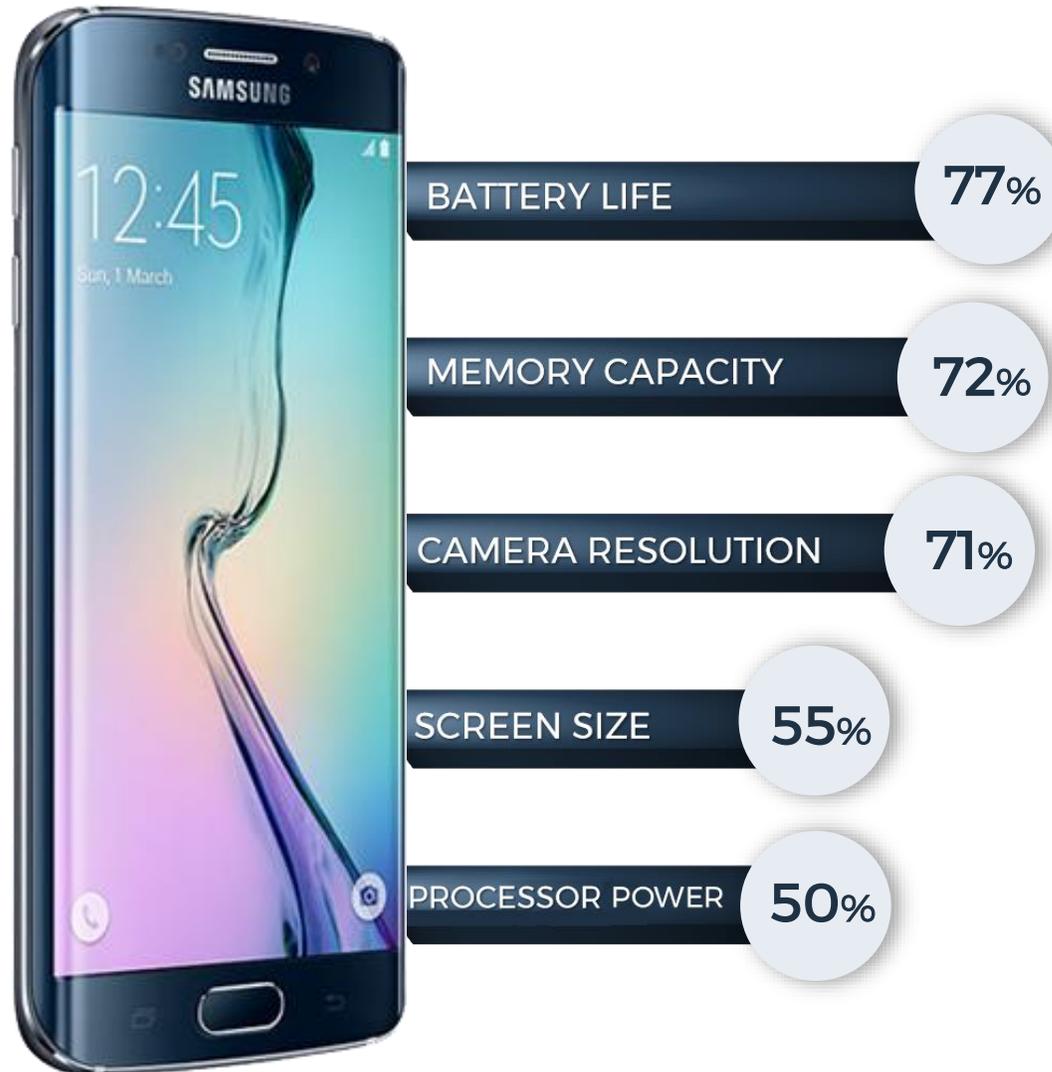
HOW DO WE CHOOSE A NEW SMARTPHONE?

While caught up in the decision process, Europeans are influenced by many different factors.





THE 5 MOST WANTED FEATURES IN A SMARTPHONE



When asked about the 5 most wanted features in a smartphone, Europeans have their priorities straight.

Video&sound quality and ergonomics follow right after with 35% and 32% of preferences respectively.



WHAT ABOUT THE BUDGET?





ABOUT THIS REPORT

The findings presented in this report are based on the results of an investigative task launched via the Roamler app during the month of August 2018; the purpose of which was to determine the Roamler crowd's purchasing practices related to smartphones.

The findings take into account the data collected from 5.120 respondents in The Netherlands, Spain, Italy, Germany, France, the U.K. and Belgium.

Would you like to access more detailed results or country-based data?
Get in touch with [our team](#) and request the complete report free of charge.





CROWDSOURCED SOLUTIONS FOR FIELD MARKETING

Roamler is the European leader in crowdsourced solutions for businesses. With a crowd of thousands of individuals and professionals spread throughout Europe, we answer the call of companies for efficiency by executing **location-based, on-demand tasks**. This helps businesses increase flexibility and enables people to access a wider range of opportunities.

The Roamler crowd is recruited, trained, and organized according to the members' skills, experience, and location. The right "Roamlers" are then matched to "tasks" through our dedicated smartphone app.

Headquartered in Amsterdam, the Netherlands, Roamler is rapidly expanding its footprint, with offices in Germany, France, the UK, Belgium, Italy, Spain and Turkey.

www.roamler.com